



Attorney Docket No. 5598/89CIP  
Serial No. 09/738,471

UNITED STATES PATENT AND TRADEMARK OFFICE

In re Application of : Confirmation No. : 9663  
Peter M. BLACK *et al.* Examiner : Andrew J. FISCHER  
Serial No. : 09/738,471 Group Art Unit : 3627  
Filed : December 15, 2000 Attorney Dkt No. : 5598/89CIP  
Title : TARGETED E-COMMERCE SYSTEM

Mail Stop: RCE  
Commissioner for Patents  
P.O. Box 1450  
Alexandria, VA 22313-1450

**AMENDMENT AND REPLY UNDER 37 C.F.R. § 1.114**

Sir:

In response to the Office Action dated January 30, 2006 (USPTO Paper No./Mail Date 20060122), Applicants respectfully submit a request for continued examination under 37 C.F.R. § 1.114 for the above-referenced application. The Commissioner is authorized to charge any deficiency or credit any overpayment to Deposit Account No. 02-4270.

Applicants respectfully request continued examination and, therefore, reconsideration of the above-identified application in light of the following:

**Amendments to the claims** begin on page 2 of this paper.

**Remarks** begin on page 6 of this paper.